WHAT IS CLAIMED

My invention is a marketing program.

Using a home computer, my invention provides free video (with stereo audio) and stereo audio entertainment from sources located around the world. Another source of entertainment is my sponsor's "infomercial" audio and video programming. These "infomercial" sources are designed to sell and promote the sponsor's goods and services. My invention also provides original programming. In audio, I have created "sounds of nature" for the home. These environmental recordings may include "midnight rain" or "seashore" etc. They may be played on the consumer's home stereo system to create different moods or atmospheres. In video, I have created "the aquarium" and "the fireplace", "mountain stream" etc. These videos (with stereo audio) may also be played on the television to create different moods in the home. All of the above is wirelessly delivered to the consumer's home television set and stereo system from the Internet via the home computer. The digital audio and video quality is virtually identical to the consumer's local on-air broadcasting stations.

My application (software) has been designed to logically index audio and video (with stereo audio) sources, from around the world. It further allows the consumer an easy and convenient way for retrieval of these sources. The sponsor's advertising is presented to the consumer, (in both audio and video formats) when the consumer changes sources (example: radio stations). This advertisement is embedded in the web page. Every time the consumer clicks on a source selection, he/she must first endure an advertisement. The application will display an image and play an audio description of the product or service being promoted. Next, the application will connect to the remote entertainment source (ex: radio station) and play the entertainment. If however, the consumer desires more information about th advertised product, he/she may click on the product's image. The consumer will then be linked to a page of information about that particular product or service. This may be done with or without interruption of

the audio entertainment. After this page is displayed, the consumer may resume enjoying the video or audio entertainment. The above application is designed to allow flexibility in the advertisements. Ads may be randomly rotated. They may be shorter or longer in duration and may be tailored to specific markets. For example, I can provide Spanish-speaking ads when the consumer selects a Spanish language entertainment source. I have also designed an "Advisor" sidebar with print, and or audio and video content. This provides the consumer with additional general information about the products and services being offered. For example, "How to set up your new stereo system".

My service will be offered in various formats, including but not limited to

1. Subscription fee (monthly or yearly).

2. Advertising-supported and provided free to the consumer.

3. A combination of both of the above.

My Invention utilizes a proprietary software application that provides the consumer with a user-friendly system to select and retrieve world-wide programming from my portal website.

Hardware included is the following:

1. Monitor electronically coupled to said computer CPU for displaying information and the sponsor's advertising.

2. A sound card contained within said enclosure and electronically coupled to said computer CPU for converting digital sound input to analog sound output. Audio circuitry coupled to said sound card.

3. A TV-out video card with scan converter contained within said enclosure and electronically coupled to said computer CPU for converting the computer's VGA signal to one of the television standards. This scan converter changes the

computer's VGA (video graphics array) to any one of 3 main television standards used worldwide. These include (but are not limited to) NTSC (National Television Standards Committee), SECAM (Systeme Lectronique Pour Couleur Avec Memoire) and PAL (Phase Alternating Line).

4. A keyboard for said computer electronically coupled to said computer CPU.

5. A mouse electronically coupled to said computer CPU.

6. A modem electronically coupled to the computer's CPU for utilization of the high speed connection to the Internet.

7. An Internet Service Provider (ISP) connecting the computer to the Internet with a high speed connection.

8. A wireless transmitter and receiver. This unit provides the wireless transmission of stereo audio and/or video (with stereo audio) entertainment from the computer in one television set (video with stereo audio) in another part of the same house.

9. The proprietary Y audio/video adapter cable: Note – all cables contain positive and negative wires for each stereo channel (left and right) encased within the cable. This would yield 4 wires for stereo purposes, however in the mini jack and mini plug, the channels share a common ground. Therefore, these plugs/jacks have only 3 wires. I designed this 6' long, 3 strand cable to connect a computer's video and audio signals to the wireless transmitter as well as the computer's own speakers. This cable allows video (with stereo audio) to be viewed simultaneously on the computer's monitor and on a remote television set. Further, it allows audio to be heard simultaneously from the computer's speakers and on a remote stereo system. The remote television and stereo system receive their signals wirelessly, eliminating the need for hard wiring throughout the house. The entire 6' long cable (containing 3 wires, one video and two audio) is enclosed in a shielded plastic casing.

Audio portion of cable: One end has a single stereo mini plug, which is inserted into the computer's stereo speaker output jack. From this mini plug, the cable branches into three wires. One wire is 5" long with a stereo mini jack at its end. This allows the computer's stereo speakers to be inserted here. The second wire splits the stereo audio signal into two (of three) strands of the 6' long cable. These two strands end in 2 mono phono jacks for audio. These are inserted into the transmitter's right and left stereo channels respectively. The transmitted signal is wirelessly sent to a receiver in another room which is attached to a stereo system. Audio can now be heard from the computer's speakers and from a stereo system in another room.

Video portion of cable: The third 6' long strand of the above cable ends in either an S-video plug or a phono plug. Either of these is inserted into the computer's TV-out video card's S-video (or phono) jack. The TV-out video card utilizes a scan converter to change VGA (video graphics array) to any one of 3 main television standards used worldwide. These include (but are not limited to) NTSC (National Television Standards Committee), SECAM (Systeme Lectronique Pour Couleur Avec Memoire) and PAL (Phase Alternating Line). The 6' long strand's other end terminates in a phono plug that is inserted into the wireless transmitter's video input jack. The video signal is then transmitted to the television's wireless receiver. This allows the video image (with stereo audio) to be viewed and heard simultaneously, on the computer's monitor and a remote television set

Internet application for consumer's use.

Functions of the Internet Application for consumers use (interface).

First page- Sponsor's video clip introduction.

Main page-Provides basic and advanced search links, as well as direct links to countries, formats etc.

1. Advanced search link- Goes to advanced search page.

2. Advanced search page-Offers detailed search by country, format, language etc.

3. Basic search database connection-Provides search results based on selection of country, format,   language etc.

4. Advanced search database connection- Provides advanced search results.

5. Database- Contains all data regarding my website's sources of information.

6. Database search link to result page.

7. Results page-Contains search results.

8. Output page database connection- receives the audio/video from remote sources after the ads are played from the database.

9. Output page player connection-Connects to the embedded player page.

10 .Database player connection-Connects database to player page to play ads and the selected remote sources.

11. Player page-Produces the ads for display and plays the selected remote sources.

12. My favorite's page.

Process:

Before the consumer is able to access entertainment, he/she must first go through several steps. The consumer must first log on to the website.

The website opens with a brief video clip presentation from the sponsor, welcoming the consumer to the site. The main page then appears allowing the consumer to select a video source or radio station from various categories.

This is usually a 2 step narrowing-down process. For example, the consumer selects "France" and then is presented with source selections from that country. A selection is made and consumer clicks on "Click here to play". The application then starts to play one of several rotating audio commercials. Simultaneously, a corresponding banner ad is displayed on the computer's monitor. After playing the commercial, the system connects to the remote audio/video source. The entertainment may now be enjoyed by the consumer. Consumer may also add favorite video or audio sources to a "My favorites list"

Features of the consumer's selection process:

Consumer has the ability to search by source type, region, language, music genre etc.

1. The application recognizes the audio/video streaming file type (Real Player, Media Player), and others.
2. The application employs the proper audio/video player.
3. The players are embedded in website and are not visible to consumer.
4. Consumers have the option to build their favorite source list by using cookies.

The sponsor's control panel consists of the following   (The advertising Control Panel allows the sponsor to control the following features)

A. Login Page

B. Adding a new source

C. Removing a source

D. Modifying a source's Information

E. List of available sources

F. Add a new banner ad.

G. Remove a banner ad

H. Modify information on existing banner ad.

I. List of all banner ads of the sponsor.

J. Configuration of advertising page

K. Track and record the hits (statistics) of a specific banner ad.

The control panel has the following features

Login Page

This page consists of login inputs, administrator's name and password. There are two types of logins:

A. The inventor's administrator.

B. The sponsor's administrator.

There are two different logins; The inventor's administrator (complete access to all parts of the application) and the sponsor's administrator (limited to banner applications among others).

Adding a new source

The inventor's / sponsor's administrator can add a new source to the database by satisfying the required inputs.

A. Name

B. Active/ inactivity

C. Information

D. Call sign

E. Frequency

F. City

G. State

H. Country

I. Format

J. Language

K. Web site

l. Stream URL (An Internet address (for example, *http://www.hmco.com/trade/*), usually consisting of the access protocol (*http*), the domain name (*www.hmco.com*), and optionally the path to a file or resource residing on that server (*trade*). Uniform Resource Locator (URL); an address widget that identifies a document or resource on the World Wide Web.

Removing a Source:

By using this page, the inventor's / sponsor's administrator, can remove streaming sources or a set of specific sources (for example administrator can remove all the sources from Turkey by using country option box). In order to remove a set of sources, the inventor's / sponsor's administrator should enter / select its ID or name and after confirmation page.

Modifying a Source's Information

This page allows the inventor's / sponsor's administrator to verify a source's information and modify it at any time.

Listing of All Sources within the Data Base:

Sponsor administrator can list all the sources added to the data base. Listing can be performed by the fields of the data base. The default ordering is by the source's recorded ID number: these pages also include a search panel, as well as options to remove & modify the banner ads.

The Sponsor administrator's Banner Panel includes the following:

A. Login Page

B. Sponsor's Control Panel

C. Add a New Banner Ad

D. Remove a Banner Ad

C. Modify Banner Ad Information

D. List All Banner Ads designed for Sponsors

E. Configuration page for Sponsor Track and record the Hits (statistics) of a specific Banner Ad.

Login Page:

This page consists of login inputs, sponsor's name and password. There are two types of login, one for the inventor's administrator and the second for the sponsor's use.

There are two different logins The inventor's administrator which can have complete access to all parts of the application and the sponsor's which is limited to the Banner Ad, application among others.

Sponsor's Control Panel: Access to this panel is controlled by the inventor's administrator.

This page is only for the inventor's administrator to control the sponsor's access to the panel to view a specific banner ad or a set of specific banner statistics.

A. The inventor's Admin can change his/her information

B. The inventor's Admin can change sponsors' information

C. The inventor's Admin can add new or remove sponsors.

D. The inventor's Admin can add new or remove banner ads.

E. The inventor's Admin can modify or delete all banner ad information.

F. The inventor's Admin changes the configuration of the Advertisement System.

G. Sponsor Admin can see a specific banner ad's statistics.

H. The access to the banner ads set is defined by inventor's administrator.

Add a New Banner Ad:

This page is only for the inventor's administrator to add new banner ads. The inventor's administrator can associate the banner with its related sponsor (the advertiser). To upload an image or a stream, the administrator utilizes an UPLOADER PAGE. The file or files must be formatted, in an audio format such .ra for real player or any other format that the site will accept. This procedure is

opened at the sponsor's (advertisers) request, by the inventor's administrator. The administrators use the following criteria to change or upload a new banner.

A. Required Fields

B. Banner Ad Name

C. Related Sponsor

D. Starting Date

E. Finishing Date

F. Banner Ad Description

G. Stream URL Media Player

H. Stream URL for Real Player

I. Target URL

J. Image URL

K. Limitation (on view)

L. Active / Inactive

Remove a banner ad:

This page is for the inventor's / sponsor's administrator: To remove a banner ad, the administrator should enter or select the banner's id number, or names and enter the information in the control panel and follow the menu as prompted.

A. Modify information on a banner Ad

B. The inventor's / sponsor's administrator can modify information and the configuration of a banner ad. This is performed by utilizing the control panel page and entering the banner ad's ID number, or name only, where prompted to. Modification is done after confirmation. This function can also be performed by the Advertisement configuration page.

List Banner ads

This page lists all the banner ads added in the control panel by the inventor's/sponsor's administrator. Access to this page is given only for information related to the banner ads.

A. Configuration page of advertisement

B. This page is for the inventor's / sponsor's administrator to configure the advertisement system. There are three modes of advertisements that the inventor's / sponsor administrator can choose from:

1. Fix mode (default mode)

2. Random mode

3. Proportional mode

In this page the inventor's / sponsor's administrator does the following:

Administrator sets the root directory of banner ads, images, and stream files for the banner ads.

A. Administrator sets the default id numbers for the database in case the Fix Mode is activated.

B. Administrator decides whether the streaming is active or not

C. Administrator decides whether proportionality is active for banner ad's viewing.

D. Administrators can update the preferences (confirmation, message box, border colors of banner ads, etc.)*streaming refers that each banner ad has its own stream and that the sponsors are developing their own banners ads.

E. Track and record a specific banner ad's statistics.

F. This page is for both the inventor's and sponsor's use: This page simply requires banner ads or banner ids to show statistical information. No action can be done by the sponsor but submitting the banner ad's name, or id number to request the statistic